



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

Every summer the Arizona Office of Tourism produces a Summer Calendar of Events and this summer is no exception. Our 2007 Summer Calendar is a great tool to help showcase our exciting variety of summertime event fun and is set to be released later this week. The calendar offers detailed information about great events held between Memorial Day, May 28 through Labor Day, September 3, for every region of the state such as, the Commander Boats Regatta in Lake Havasu; the Pioneer Day Celebration in Snowflake; the Prescott Rodeo; the Butterfly Walk at Boyce Thompson Arboretum, and so much more. The Summer Calendar also helps mark the beginning of our in-state travel campaign to help encourage Arizona residents to travel the state and discover all the vibrant variety and beauty of the Grand Canyon State.

The calendar will be available at the Arizona Office of Tourism, 1110 W. Washington, Ste. 155, Phoenix and at local visitor centers throughout the state. Calendar event information is also always available online at www.ArizonaGuide.com.

Have a great week.

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

Deadline Extended for Governor's Tourism Awards Submissions

Each year, AOT coordinates the Governor's Tourism Awards, honoring individuals and organizations that have contributed noteworthy achievements over the past year to the betterment of the tourism industry. These award recipients are fine examples of leadership, commitment and teamwork that have helped make the Grand Canyon State a premier travel destination. AOT invites you to review the award categories and guidelines at www.azot.gov to submit nominations of individuals or organizations that have made a significant contribution to the tourism industry. The winners will be awarded at the Governor's Tourism Awards Luncheon on Thursday, July 12 at the 27th Annual Arizona Governor's Conference on Tourism. All submissions must be received by **5 p.m. on May 31, 2007**. Please visit the Governor's Conference on Tourism section of www.azot.gov for award categories, guidelines and nomination forms.

Save the Date: The 27th Annual Arizona Governor's Conference on Tourism

This year's 27th Annual Arizona Governor's Conference on Tourism is July 11-13 at the Arizona Biltmore Resort and Spa. The program will be a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals. For more information and to register for the event, please visit www.aztourismconference.com.

AOT Offers New Interactive Geotourism MapGuide

The Arizona Office of Tourism has added a Geotourism Interactive MapGuide to the Arizona Origins section of ArizonaGuide.com. The new Interactive MapGuide will allow visitors to browse the map online as well as explore the individual Arizona Origins locations for additional information. Along with the downloadable pdf versions of the MapGuide, the Interactive MapGuide will provide visitors to arizonaguide.com an in-depth look at the Arizona Origins initiative. To access the map, visit www.ArizonaGuide.com.

Save the Date: Grand Impressions Workshops 2007

Grand Impressions workshops reach out to front-line tourism industry employees, conveying the importance of customer service in the travel industry and offering general information about Arizona attractions, enabling these employees to become ambassadors for the state. The 2007 workshops will feature the latest trends, research and information in customer service when working for and/or with older adults and Americans with disabilities. There will be a presentation by the Arizona Game and Fish Department on our state's Watchable Wildlife and an in-depth presentation on Arizona tourism attractions. There will also be an opportunity to tour the meeting locations. Workshop participants will receive a certificate of completion and a complimentary lunch, along with free resource materials from presenters. The Grand Impression workshops are free of charge to those who wish to participate. Reservations are required and will be accepted on first come, first service basis, as seating is limited. Please register soon. For more information, or to make a reservation, please contact Sarah Martins at 602-364-3687 or via e-mail at smartins@azot.gov.

May 30, 2007

8:15 a.m. – 5:00 p.m.

Tim's Toyota Center (Formerly Prescott Valley Convention & Events Center)

3201 North Main Street

Prescott Valley, AZ 86314

Industry News

More Americans Expected to Travel Over Memorial Day Weekend

Despite record fuel prices above \$3 per gallon, more Americans will travel by car over the Memorial Day holiday weekend than a year ago, according to a new survey by AAA. In a sign that energy costs will affect behavior, however, AAA said travelers are planning to stay closer to home and take shorter trips. AAA predicted that 38.3 million Americans will travel 50 miles or more, an increase of 1.7 percent from last year. The number of Americans traveling by plane over the holiday weekend is expected to rise by 1 percent to 4.4 million. The remaining travelers will go by bus or train. The results of the AAA survey will be released later today at a joint news conference on summer travel with the Travel Industry Association in Washington. (*AP*; *CNN.com*; *Pages 3B, Fort Lauderdale Sun-Sentinel*; *1B, USA Today*)

Family Vacations on the Rise

It seems that a one-week trip to the shore, with days spent digging for clams and nights spent camping under the stars, has long ago ceased to be enough of a diversion for families planning their summer getaways, says The New York Times. Now, the options range from cooking lessons in Italy to marionette-making courses in Prague to "volunteer vacations" that include trips to orphanages in China. "Family travel continues to grow as more and more parents, particularly those working full time, view vacations as a way to 'reunite' the family, more than occasion for rest and relaxation," said Peter Yesawich, chief executive of Yesawich, Pepperdine, Brown & Russell, an Orlando-based travel marketing firm. According to the 2007 National Leisure Monitor, family travel will be up this summer, as nearly 40% of adults plan to take a vacation with children, up from 32% five years ago. The paper offers a roundup of the many choices available for families this summer. (*Sect. 5, Page 1, New York Times*)

Travel Oregon Goes Digital

BrandWeek reports Travel Oregon is tapping into the social networking phenomenon with a site that the tourism commission describes as Amazon meets eBay meets Trip Advisor. The recently launched site actually is GoSeeOregon.com, which was developed by GoSeeTell Network, Portland, Ore. Visitors can search for recommendations, which are categorized by interests and lifestyles, from reviews submitted by travelers about places they visited along with photos and travel tips. Every reviewer can be evaluated by GoSeeOregon users who rate that person's information on a "trustiness" scale or how trustworthy a reviewer's posting is as graded by their peers. "GoSeeOregon.com is more about people who visit the places than about the places that are visited by people," said Todd Davidson, CEO of Travel Oregon. "It also allows us to build on our established track record as an innovator in the travel industry. We know of no other tourism destination that has attempted to engage travelers on this level." Next will be a six-week online campaign created by Wieden + Kennedy. Flash and animated banners will appear on travel-related Web sites calling attention to Oregon happenings like the UFO Festival in McMinnville and MacTarhanhan's Pug (as in dog) Crawl in Portland.

Top 10 Girl Getaways

MSNBC has published a list of Girl Getaways developed by Sherman's Travel. According to the agency you can plan a weekend with your sister, a once-in-a-lifetime trip with mom, or a bachelorette party for your best friend – no matter the occasion, there's nothing like a girl getaway to bond women together. Their top recommendations:

1. Art-Viewing in Florence
2. Club-Hopping in South Beach
3. Cooking in Provence
4. Going Wild in Las Vegas
5. Shopping in New York City
6. Spirituality in Sedona
7. Surfing in Bali
8. Theater in London
9. Wine-Sipping in Sonoma
10. Yoga in Costa Rica